

Torrance Herald

VOLUME 1 NUMBER 1 TORRANCE, CALIFORNIA, JANUARY 1, 1914 5 CENTS PER COPY, 15 CENTS PER YEAR

TORRANCE WILL HAVE SPLENDID FLOAT IN THE RENOWNED TOURNAMENT OF ROSES

The annual Tournament of Roses parade and float contest will be held in Pasadena, California, on January 1, 1914. The city of Torrance has secured a splendid float for the occasion, which will be one of the most attractive in the parade. The float will be designed by the artist J. J. ...

AMERICA'S FIRST GREAT INDUSTRIAL GARDEN CITY

Torrance is a city of beauty, of work, of contented, cozy, artistic homes where play and education and other sides of life are recognized and provided for to make truly efficient employees. The sub-head on the story said. The story predicted a population of 15,000 people.

SOONER DEATH OF J. B. BELLINGHAM

The death of J. B. Bellingham, a prominent Torrance merchant, is reported to have occurred on December 15, 1948. He was a well-known figure in the community and his passing is a significant loss.

WALTER TOWERS UP AT BUREAU

Walter Towers, a prominent Torrance businessman, is reported to have been promoted to a higher position at his current bureau. This is a well-deserved recognition of his long and successful career.

CHAMBER OF COMMERCE ELECTS NEW OFFICERS

The Chamber of Commerce has held its annual meeting and elected a new slate of officers. The new officers are: President, J. J. ...; Vice President, ...; Secretary, ...; Treasurer, ...

WALTER TOWERS LAST IN MARIAGE

Walter Towers is reported to be the last in a long line of prominent Torrance businessmen to be married. His wife is ... and the couple are expected to have a happy marriage.

ONE OF THE WONDERS OF THE MODERN WORLD

Torrance is one of the wonders of the modern world. Its rapid growth and development have made it a city of great interest and importance. The city's progress is a testament to the vision and hard work of its citizens.

KEEP AT IT

The city of Torrance is urged to keep at its development and progress. The citizens are encouraged to continue their efforts to improve the city and make it a more desirable place to live and work.

GROWTH OF A CITY GAUGED BY POSTAL DEVELOPMENT

The growth of a city is often gauged by its postal development. The number of mailboxes and the volume of mail sent and received are indicators of a city's size and activity. Torrance's postal growth is a clear sign of its progress.

CHRISTMAS TURKEY FOR ITS EMPLOYEES

The Chamber of Commerce has presented each employee with a plump turkey for Christmas. This is a thoughtful gesture that shows appreciation for the hard work and dedication of the employees.

NOVEL SOUVENIR OF A TORRANCE INDUSTRY

A novel souvenir of a Torrance industry is being developed. This souvenir will be a unique and valuable item that will serve as a reminder of the city's progress and achievements.

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and **ED BROWN**



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Scientific X-Ray Shoe Fitting

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FAMILY
SHOE STORE
1319 SARTORI AVE TORRANCE

Page 1, Vol. 1, No. 1 City of 15,000 Predicted in Initial Herald Issue of 1914

The first issue of The Torrance Herald, dated Jan. 1, 1914, contained the following Page 1 news stories:
AMERICA'S FIRST GREAT INDUSTRIAL GARDEN CITY. Under the two-column head was an artist's drawing of the new Torrance plant of the Union Tool Company, predecessor of the National Supply Company. "Torrance, a city of Beauty, of Work, of Contented, Cozy, Artistic Homes where Play and Education and Other Sides of Life are Recognized and Provided for to Make Truly Efficient Employees," the sub-head on the story said. The story predicted a population of 15,000 people.
TORRANCE WILL HAVE SPLENDID FLOAT IN THE RENOWNED TOURNAMENT OF ROSES. Beneath this three-column head was the description of the city's first float in the world-famous New Year's Day event at Pasadena.
ONE OF THE WONDERS OF THE MODERN WORLD. This story was a reprint from the Los Angeles Times, and started that "with the opening of the Panama Canal, Torrance will be one of the wonders of the modern world."
CHAMBER OF COMMERCE ELECTS NEW OFFICERS. "Torrance has a live Chamber of Commerce that has already ac-

complished a great deal for the betterment of the city and community," the story started. H. A. Marx, pioneer, general merchandise store partner, had just been re-elected president.
GROWTH OF A CITY GAUGED BY POSTAL DEVELOPMENT. In less than a year the Torrance postoffice showed a growth of 800 per cent "which at least indicates that the population of Torrance is not by any means at a standstill," the story related.
NOVEL SOUVENIR OF A TORRANCE INDUSTRY. Visitors at the offices of the Campbell Company were offered a souvenir, courtesy of the Torrance Pearl Manufacturing Company.
CHRISTMAS TURKEY FOR ITS EMPLOYEES. The Union Tool Company presented each employee with a plump turkey for Christmas, according to the story.

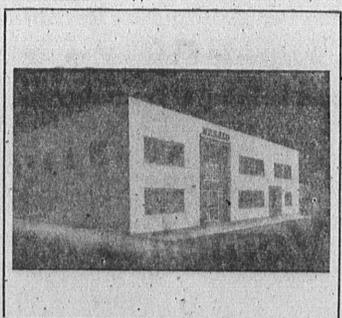
Congratulations

On Your Foresight and Confidence in
the City of **TORRANCE** and its PEOPLE

During the past TEN YEARS, the time we have been in business in TORRANCE, we too have expanded with the growth of our community. We hope to work with you for many years to come in the further development of our city...

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Visit Our Store and Watch For
Our Ads in the
NEW TORRANCE HERALD



Carpeting in the New
Torrance Herald Building
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El Prado FURNITURE
1306 Sartori 1220 El Prado
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City Clerk Has One of Scarc First Editions
A copy of Vol. 1, No. 1, the first issue of The Torrance Herald, is one of the proud possessions of City Clerk A. H. Bartlett. It is one of the few copies in existence. Carefully preserved, the newspaper is printed on an excellent grade of white paper, what is now known as book paper—and every word of it is readable.

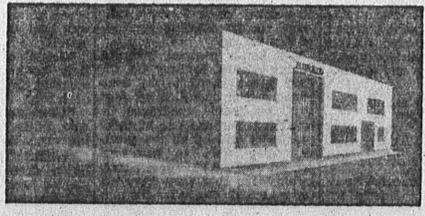
Congratulations . . .
TORRANCE HERALD

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PERMANENT WAVE \$5.00
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Friday and Saturday Only
Expert Lash and Brow Dye
ALICE BEAUTY SALON
1215 El Prado Torrance 1077 Torrance, Calif.
The officers are: Sam Rappaport, president, and Harry Dole, secretary.

Retail Group 34 Years Old
(Reprinted from the Torrance Herald of February 6, 1914)
The business men of Torrance have recently organized as The Torrance Retail Merchants Association. This organization will be of mutual benefit in credit protection as well as enabling the merchants to give the community protection as well as in enabling merchants have joined the new body. The officers are: Sam Rappaport, president, and Harry Dole, secretary.

BEST WISHES

TO THE
TORRANCE HERALD



COMPLIMENTS OF

SHAW
Machine and
Tool Company

1461 CANAL AVENUE
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CALIFORNIA